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# Jamestown-Yorktown Foundation

P.O. Box 1607, Williamsburg, Virginia 23187-1607  
(757) 253-4838 (757) 253-5299 Fax (757) 253-7236 TDD

[www.historyisfun.org](http://www.historyisfun.org)

December 10, 2003

Ms. Marycarol C. White  
Director of Financial Management Services  
Department of Financial & Management Services  
York County  
Post Office Box 532  
Yorktown, Virginia 23690-0532

Dear Ms. White:

Enclosed are two (2) copies of the *Agency Funding Request for Fiscal Year 2005* and supporting materials. Our request seeks \$54,400 for three projects at the Yorktown Victory Center. A portion of our request seeks assistance in replacing educational materials utilized in our hands-on living-history programs. A second project outlines a critical need to replace fencing in our outdoor interpretive areas. We are also requesting support for a public lecture series that will explore developments that led to the confrontation in Yorktown in 1781. These projects will help us prepare for commemorating the 225<sup>th</sup> anniversary of the siege of Yorktown.

We hope that the York County Supervisors will continue to support our efforts to provide educational programs and services for local residents and visitors. Although the local tourism industry has suffered recently, we are proud that in 2001 and 2002, the Yorktown Victory Center experienced more than 200,000 paid admissions. Our continuing partnership will strengthen this trend to our mutual benefit.

If you need additional information about our request, please do not hesitate to call me at (757) 253-4840. Thank you for your consideration of this request.

Sincerely,

Philip G. Emerson

PGE/phh  
Enclosures

*educating • interpreting • preserving • commemorating*



## Agency Funding Request For Fiscal Year 2005

Please return two copies of this completed form and two copies of supporting material/attachments no later than December 12, 2003, to Budget & Financial Reporting, PO Box 532, Yorktown VA 23690-0532 or deliver to the Budget & Financial Reporting Division, 2<sup>nd</sup> Floor, Finance Building, 120 Alexander Hamilton Blvd, Yorktown, VA 23690. Please call 890-3708 if you have any questions or send email to [swartz@yorkcounty.gov](mailto:swartz@yorkcounty.gov).

Organization/Agency Name: Jamestown-Yorktown Foundation

Federal ID#: 31-1618642

Please provide the name of the primary contact person for your agency that will be the project coordinator, (i.e., treasurer, director, etc.).

Date: December 12, 2003

1. Primary Contact Person: Name & Title

Philip G. Emerson, Executive Director

2. Mailing Address: Post Office Box 1607

Williamsburg, Virginia 23187-1607

3. Phone: (757) 253-4840

4. Email address: pemerson@jyf.state.va.us

### I. AGENCY DESCRIPTION:

Please describe your agency. Include:

- Nature of the organization (e.g. government, regional, private, non-profit, for profit, etc.)
- Purpose of the organization
- Organizational structure (attach organizational chart if available)

Please see attached narrative.

**II. AGENCY FUNDING:**

Please identify any sources and amounts of financial support that have funded the organization for the past 3 years (2001, 2002, 2003) and the estimated financial support for the current year (2004).

Please see attached information.

**III. BUDGET REQUEST AND JUSTIFICATION**

A. Specify amount of funding your agency is requesting from York County. Please explain any changes in the funding request for the organization from the amount requested in the previous fiscal year.

Please see attached request.

**B. SERVICE AND BENEFITS:**

- Please describe the nature of the service that your organization provides to York County.
- Please identify the units of service that were provided to York County during the most recently concluded fiscal year. "Unit of Service" should be defined as it relates to the organization.
  - ✓ For example: number of clients, number of visits, number of hours, number of volunteers, number of jobs performed etc.
  - ✓ Sample: 10 York County residents served twice daily, five days a week, over the course of the year would be quantified as: 10 resident x 2 services a day x 5 days per week x 52 weeks per year = 5,200 units]

Please see attached narrative.

**C. Describe/explain how York County government is, or will be, benefited by the service that your organization provides, or proposes to provide, to County residents.**

**(Justification of funding)**

Please see attached narrative.

## York County, Virginia

### Agency Funding Request for Fiscal Year 2005

**Organization/Agency Name:** Jamestown-Yorktown Foundation  
**Federal ID#:** 31-1618642  
**Date:** December 12, 2003

**Primary Contact Person**

**Name & Title:** Philip G. Emerson, Executive Director  
**Mailing Address:** Jamestown-Yorktown Foundation  
Post Office Box 1607  
Williamsburg, Virginia 23187-1607  
**Phone:** (757) 253-4840  
**Email address:** [pemerson@jyf.state.va.us](mailto:pemerson@jyf.state.va.us)

**I. AGENCY DESCRIPTION: (Organization Chart is Attachment A)**

The Jamestown-Yorktown Foundation is an agency of the Commonwealth of Virginia that administers two living-history museums, Jamestown Settlement and the Yorktown Victory Center. Jamestown Settlement interprets the cultures of 17<sup>th</sup>-century Virginia, including those of the first permanent English settlers in America, the native Powhatan Indians, and Africans who were brought to the colony. The Yorktown Victory Center interprets the effect of the Revolutionary War on the American people and the development of the new nation.

The Yorktown Victory Center opened in 1976 as one of three state bicentennial centers established by the Virginia Independence Bicentennial Commission, an agency created by the General Assembly to coordinate Virginia's participation in the 200<sup>th</sup> anniversary of America's independence. The Yorktown Victory Center officially became part of the Jamestown-Yorktown Foundation in 1982. The American Association of Museums accredited the Jamestown-Yorktown Foundation in 1987 and renewed accreditation in 1999. Accreditation recognizes the Foundation's commitment to excellence and to the highest professional museum standards. Of more than 8,000 museums nationwide, the Foundation's living-history museums are among only 750 that have earned accreditation. Accreditation reviewers described the Jamestown-Yorktown Foundation as "one of the pre-eminent historical agencies in the nation" and "one of the strongest and most viable interpreters of social and cultural history today."

The Jamestown-Yorktown Foundation seeks to educate and to promote understanding and awareness of Virginia's unique cultural and historical heritage. Our educational mission guides our planning, fund raising, curatorial and marketing activities. The Foundation employs 160 full-time staff and up to 300 part-time employees. A strong volunteer program supplements the paid staff of the Foundation. In 2002, more than 1,000 volunteers donated their talents and 28,078 hours to the Jamestown-Yorktown Foundation.

## II. AGENCY FUNDING:

### FINANCIAL SUPPORT - Jamestown-Yorktown Foundation Fiscal Years end June 30

Sources	2004 Projected	2003	2002	2001
Admission Revenues	\$ 4,009,326	\$ 4,250,005	\$ 4,733,052	\$ 4,210,347
Private sources	\$ 1,571,044	\$ 1,530,913	\$ 966,685	\$ 834,836
Grants	\$ 0	\$ 116,900	\$ 103,000	\$ 83,000
State Appropriations	\$ 5,123,679	\$ 5,059,272	\$ 6,316,786	\$ 7,018,137
<b>TOTAL</b>	<b>\$10,704,049</b>	<b>\$10,957,090</b>	<b>\$12,119,523</b>	<b>\$12,146,320</b>

The Jamestown-Yorktown Foundation generates 52 percent of its budget from admissions and private sources. In fiscal year 2004, the state appropriation accounted for 48 percent of the Foundation's budget. The Commonwealth of Virginia provides funding for capital improvements and partial support for operations; however, the Jamestown-Yorktown Foundation must raise funds for gallery exhibits, educational materials and programming from other sources. Since July 1, 2000, the Foundation has experienced a 25 percent reduction in state funding. Therefore, financial support from York County is critical to the Foundation because it helps to leverage gifts from private sources for a variety of projects at the Yorktown Victory Center.

## III. BUDGET REQUEST AND JUSTIFICATION:

### A. Funding Request for Fiscal Year 2005

The Jamestown-Yorktown Foundation is continuing its efforts to provide meaningful learning experiences for visitors to the Yorktown Victory Center. The Foundation requests a total appropriation of \$54,400 from the York County Board of Supervisors for fiscal year 2005. These funds would support **three projects** at the museum that would provide materials for educational programs, repair fencing in the museum's living-history complex, and present a public lecture series in spring 2005. These projects support the Foundation's commitment to marking the 225<sup>th</sup> anniversary of the siege of Yorktown.

#### **Project One – Materials for Educational Programming - \$36,300**

This request would make possible purchase of reproduction objects utilized in hands-on activities educating students of all ages. "Living" history "uses up" these materials, and objects must be replaced periodically. A detailed listing of these materials is attached (Attachment B). Needs range from replacements for objects used in the popular presentations in the military encampment to supplies for hands-on programs demonstrating daily life on a 1780s farm. The popularity of these programs is growing.

**Project Two – Repairs to Fencing - \$12,500**

Wooden fences enclosing the Yorktown Victory Center's outdoor living history complex need to be replaced. Much of the fencing is designed to be part of the historically accurate setting of the 1780s farm and the encampment area. The fencing is hand-crafted of chestnut and oak to reinforce the museum's historical themes. The Foundation requests a grant of \$12,500 for construction of wooden fencing as described in Attachment C. This amount is based on the number of posts, rails and pickets, and length of railing that is needed. If wood costs increase, modifications will be made to the scope of the project. Labor will be provided by the Foundation through a combination of paid staff and volunteers. This work is critical to prepare the Yorktown Victory Center for 2006 commemorative programming.

**Project Three – Public Lecture Series - \$5,600**

Four lectures about Revolutionary War engagements in the South beginning in 1780 will introduce developments that led to the confrontation of Washington and Cornwallis at Yorktown. Guest speakers will bring their expertise to a wide audience in evening presentations at the Yorktown Victory Center. Students, local residents and visitors will have opportunities to learn about and to discuss the factors that converged in Yorktown. In keeping with our long-term policy, local residents receive free admission to the museum and to the lectures. In addition, our education staff will work with the York County school system to ensure that teachers are made aware of this resource. A grant of \$5,600 will provide speaker fees and expenses for "The Start of the Southern Campaign" as described in Attachment D. Programs like this that enable the museum to respond to visitors' interests and enrich educational opportunities require supplemental funding.

**Budget Summary:**

Please see attachments for individual project details.

Project One – <i>Materials for Educational Programming</i>	\$36,300
Project Two – <i>Repairs to Fencing</i>	\$12,500
Project Three – <i>Public Lecture Series</i>	\$5,600
<b>Fiscal Year 2005 Request to York County Supervisors</b>	<b>\$54,400</b>

## **B. SERVICES PROVIDED TO YORK COUNTY**

Jamestown-Yorktown Foundation provides the following services to York County.

- York County residents receive free admission to the Yorktown Victory Center and Jamestown Settlement. In 2002, 5,438 York County residents visited the museums. Year-to-date through October 2003, over 3,000 York County residents have visited.
- During the 2002-2003 academic year, 2,621 students from York County schools participated in educational programs on-site at the museums.
- During the same academic year, 731 York County school students experienced outreach education programs in their classrooms.
- The museums provide programming designed to meet the requirements of the Virginia Standards of Learning (SOL). Supporting materials are available online to help teachers prepare for visits and reinforce learning after visits. The museums also lend films and videos for classroom use.
- Family-oriented programming and special events serve residents and attract visitors. Programs and activities planned for 2004 are listed in Attachment E.
- The Yorktown Victory Center hosts a week-long day camp for Girl Scouts each summer. The program may expand to two weeks in 2004 at the request of the local Colonial Coast Girl Scout Council. In 2003, 110 girls participated.
- The 4-H Peer Teacher Program offers York County youth opportunity to train and serve as volunteer costumed interpreters at the Foundation museums.
- Summer "Broadside" programs for children are popular with local residents. Classes provide hands-on learning experiences at both museums for children from age 4 through fifth-graders. Volunteers are also involved in these summer programs.
- The Foundation partners with the College of William and Mary to offer a service Elderhostel program at the museums. The program is open to a local and national audience. Inclusion in the Elderhostel program catalog reaches an important traveling audience.
- In 2003 the Foundation collaborated with Colonial Williamsburg Foundation in Landmark Volunteers, a nonprofit summer service organization for high school students. Thirteen participants spend two weeks working and learning at the museums. Participating in Landmark Volunteers gives additional national exposure to the Foundation and the Historic Triangle.



- The Jamestown-Yorktown Foundation is a cosponsor of Yorktown Day activities that focus attention on the history of Yorktown each fall and also supports the Fourth of July community programs each year.

### C. BENEFITS TO YORK COUNTY GOVERNMENT

- The Jamestown-Yorktown Foundation generates significant economic benefits for York County and the Historic Triangle. In 2002, museum visitors contributed *\$105 million* to the local economy.
- For the second successive year, visitation at the Yorktown Victory Center *exceeded 200,000 paid admissions*. In 2002, the 202,193 visitors brought awareness and economic benefits to York County.
- Combined paid visitation for both museums during 2002 was 659,874. These visitors promote awareness of York County and the Historic Triangle while boosting the local tourism industry.
- The Jamestown-Yorktown Foundation is one of the largest employers in the area with 160 full-time staff members and almost 300 part-time staff.
- The Foundation is an active partner with York County in promoting tourism in the Historic Triangle and York County. Its target audience reaches from Virginia into other areas of the United States. For the coming special commemorations, national and international tourism opportunities will be cultivated.

The Foundation invests \$615 annually in a multi-faceted marketing plan using advertising, direct sales, media contacts and technology to attract visitors from across the nation to the Historic Triangle. During 2003, \$184,000 of the advertising budget was allocated to cooperative marketing ventures including America's Historic Triangle package, the Williamsburg Flex Vacation package and the Rolling Patriot group tour program. Foundation specific advertising highlighting a combination ticket to Jamestown Settlement and the Yorktown Victory Center is featured in many niche publications including *American History*, *American Heritage*, *Family Travel Guide*, *AAA Car and Travel*, and *Preservation*, as well as in the *Baltimore Sun*, *Richmond Times- Dispatch*, *Virginian Pilot* and *Washington Post*.

Eighty-three percent of the museums' visitors surveyed during 2003 were from out of state, and they indicated a strong interest in history and education. Marketing to the national consumer is primarily through cooperative marketing ventures with area partners. In addition, the Foundation places advertising in nationally-distributed niche and travel-oriented magazines and works closely with AAA offices.

Media relations efforts target national, regional and local publications to encourage inclusion of Jamestown Settlement and the Yorktown Victory Center in features, mentions and calendar listings. Close to 600 placements are generated annually. Efforts to attract tour and education groups include attendance at national tradeshows and marketplaces, customized collateral materials, sales blitzes with area partners, support advertising, direct mail and personal sales efforts.

During 2002, individuals accounted for 67 percent of paid admissions; groups, including education and adult tour groups, accounted for 33 percent. All Foundation marketing and advertising initiatives are based on consumer research and must meet stringent return on investment parameters.

Planning for 2006 and 2007 involves York County's elected officials, staff and residents. Tasked with coordinating statewide activities relating to Jamestown's 400<sup>th</sup> anniversary, the Foundation is committed to finding appropriate linkages between 2006 and 2007 activities. Commemorating the 225<sup>th</sup> anniversary of the siege of Yorktown and the 400<sup>th</sup> anniversary of the founding of Jamestown offers significant benefits to York County and the Historic Triangle. These appearances on the national stage can benefit the area's tourism and hospitality industries, promote opportunities for economic development, and stimulate interest in America's history.

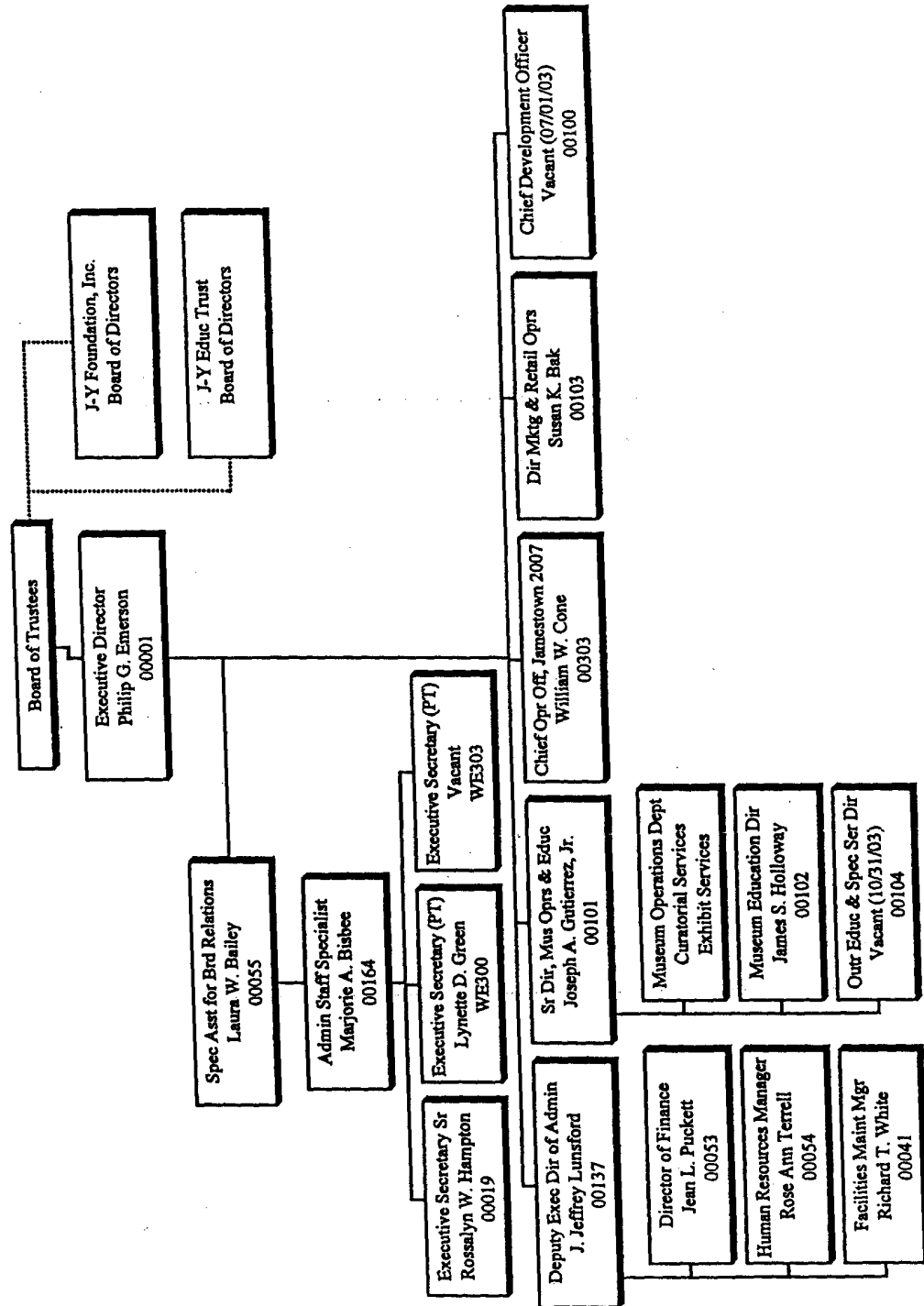
## **Summary**

The support of York County's Board of Supervisors has enabled the Jamestown-Yorktown Foundation to strengthen our living-history programming and museum exhibitions. Grants in previous years have helped make improvements that better serve school groups, local residents and general visitors. This request builds on previous accomplishments made possible by this successful partnership.

An appropriation of \$54,400 by the York County Board of Supervisors would be recognized in printed materials associated the funded projects. The Foundation will gratefully acknowledge York County's support in media releases, its newsletter *Dispatch* and annual report.

# Attachment A

## JAMESTOWN-YORKTOWN FOUNDATION JAMESTOWN-YORKTOWN ADMINISTRATION MANAGEMENT ORGANIZATIONAL CHART



## Attachment B

### Project One – Materials for Educational Programming Yorktown Victory Center

Items listed directly support daily educational programming in the outdoor living-history areas at the Yorktown Victory Center. Expenses are for fiscal year 2005.

#### Educational and Programmatic Support Materials

Quantity	Item	Unit Price	Total Price
4	Replacement Charleville musket, bayonet and scabbard <ul style="list-style-type: none"><li>Muskets are used to present daily firing and tactical demonstrations. Reproduction.</li></ul>	\$1,100	\$4,400
250 lbs	Gunpowder <ul style="list-style-type: none"><li>Supports daily musket and artillery firing demonstrations.</li></ul>	\$2,000	\$2,000
Assorted	Musket parts and maintenance needs (flints, ramrods, screws, WD-40 etc) <ul style="list-style-type: none"><li>These items are used to maintain existing muskets for daily educational programming.</li></ul>	\$500	\$500
1	Replacement cannon carriage <ul style="list-style-type: none"><li>This item supports daily on-going interpretation and daily scheduled artillery firing demonstrations in the Continental Army encampment. Reproduction.</li></ul>	\$10,000	\$10,000
2 sets	Replacement cannon implements. Reproductions.	\$500	\$1,000
2	Replacement 4' wall tent with poles, stakes and ropes	\$473	\$946
2	Replacement 2' wall tent with poles, stakes and ropes	\$418	\$836
2	Replacement marquis tent with poles, stakes and ropes	\$1,423	\$2,846
5	Wedge tent with poles, stakes and ropes	\$293	\$1,465
Assorted	Cloth and clothing <ul style="list-style-type: none"><li>Used to support costumes for interpretive staff in both outdoor living-history areas.</li><li>Used to support material culture items such as canvas covers for artillery, bed linens, mattresses, kitchen linen, etc. Reproductions.</li></ul>	\$3,500	\$3,500
Assorted	Ceramic, iron and woodenware <ul style="list-style-type: none"><li>These support daily cooking educational programs in both outdoor living history areas. Reproductions.</li></ul>	\$3,500	\$3,500
Assorted	Firewood <ul style="list-style-type: none"><li>This is used to support daily cooking educational programming in both outdoor living history areas.</li></ul>	\$1,000	\$1,000

Quantity	Item	Unit Price	Total Price
Assorted	Woodworking tools and assorted replacement handles for existing tools. <ul style="list-style-type: none"> <li>This supports programming in the utility shed on the 1780s farm.</li> </ul>	\$2,000	\$2,000
	Replacement tobacco for tobacco house on 1780s farm.	\$500	\$500
	Feed and straw for fowl and turkey on 1780s farm.	\$500	\$500
Assorted	Seeds <ul style="list-style-type: none"> <li>This supports the agriculture educational programming on the 1780s farm.</li> </ul>	\$307	\$307
	Food <ul style="list-style-type: none"> <li>This supports daily cooking educational programming in both outdoor living history areas.</li> </ul>	\$1,000	\$1,000
	<b>TOTAL</b>		<b>\$36,300</b>

## Attachment C

### Project Two – Repairs to Fencing at Yorktown Victory Center

All fences to be constructed of rough split locust wood. Two styles of fencing in outdoor interpretive areas are Virginia snake fencing and palen fencing.

Fence	Number of Posts/Rails	Length	Height
West of front entrance	45	72'	3'
East of front entrance	240	328'	3'
North service road (leading to Nick's tomb)	90	120'	3'
Bus loop fence	384	384'	4'
Picnic area	72	72'	3'
Bus loop to gift shop	192	256'	4'
Upper field of Farm site	370	296'	5'
Gift shop to post and rail fence	96	128'	4'
Post and Rail fence (gift shop to farm area)	29 vertical posts 130 horizontal rails	208'	5'
Orchard fence	480	384	5'
Lower field	410	312	5'
Wattle fence along South service road	167 short vertical posts plus woven saplings	500	4'
Kitchen Garden	96 short vertical posts 756 pales (pickets) 290' of horizontal rails	290	4'
Chicken run fence	38 short vertical posts 210 pales (pickets) 114' of horizontal rails	114	4'
Encampment	210	336	3'
<b>Totals:</b> 3,049 posts/rails 966 pales (pickets) 404' of railing to hold pales (pickets)  <b>Estimated materials cost: \$12,500</b>			

## Attachment D

### Project Three – Public Lecture Series Proposed for the Yorktown Victory Center Spring 2005

#### *The Start of the Southern Campaign*

The period from the beginning of 1780 through the spring of 1781 was a critical one for the course of the American Revolution. The British decision to focus on the South at first seemed to be successful with the siege and surrender of Charleston, South Carolina in May and the later defeat of an American army at Camden. The appointment of Nathanael Greene to command the American forces in the South, however, marked a turning point in the war. American military victories at King's Mountain and Cowpens followed by Lord Cornwallis's costly Pyrrhic engagement with Greene at Guilford Courthouse eventually led the British to Virginia and defeat at Yorktown.

The Jamestown-Yorktown Foundation requests funding to support a lecture series about these important developments to be held at the Yorktown Victory Center in the spring of 2005. The evening lectures would be held every two or three weeks during the months of April and May and would be free and open to the general public. The proposed speakers and their topics are:

- **Don Higginbotham**, professor of history, University of North Carolina at Chapel Hill  
"The South in the American Revolution"

Professor Higginbotham will provide an overview and framework for understanding the war in the South. He will discuss what was different about the southern states and place key events in their social and ideological context. He will also speak to the reasons behind the British decision to shift their main military efforts to the South and why the expected loyalist support failed to materialize.

- **John Buchanan**, author of *The Road to Guilford Courthouse* (John Wiley & Sons, 1997).  
"The American Revolution in the Carolinas"

Mr. Buchanan will focus his remarks on developments from the arrival of the British in February 1780 and the siege and capture of Charleston, through the humiliating American defeat at Camden and the surprising American defeat of a loyalist force at King's Mountain in October. He will emphasize Lord Cornwallis's attempt to subdue the Carolinas and the brutal and violent nature of partisan warfare in the region.

- **Dennis Conrad**, Editor, *The Papers of General Nathanael Greene* (University of North Carolina Press)

"The Southern Campaigns of Nathanael Greene"

Professor Conrad will speak about the critical military decisions taken by General Greene after he assumed command of the American forces in the South in December 1780. He will discuss how Greene rebuilt the army and skillfully made use of cavalry, light infantry and militia forces in his engagements with the British.

- **Turk McCleskey**, professor of history, Virginia Military Institute, Lexington, Virginia

"Virginia's Role in the Southern Campaign of 1780"

Professor McCleskey will describe Virginia's importance as a staging area and source of military supplies and materiel. He will also discuss how the state's leaders dealt with growing disaffection in the west and how they rebuilt the Virginia Continental Line after a number of regiments were captured at Charleston

#### **PROPOSED BUDGET**

Honoraria: \$ 750 each for four speakers	\$ 3,000
Travel: \$ 350 each for four speakers	\$ 1,400
Meals & lodging: \$ 150 per day for two days for four speakers	<u>\$ 1,200</u>
<b>Total cost for lecture series:</b>	<b>\$ 5,600</b>



**Attachment E**

**2004 Special Programs and Events  
at the Yorktown Victory Center**

<b>PROGRAMMING</b>	<b>DATES</b>
<b>Special Exhibition</b> "The Present Looks at the Past: Modern Views of the American Revolution"	May 2003-March 1, 2004
<b>Winter Lecture Series at the Yorktown Victory Center</b>  "In Their Own Words': Oral History and the Virginia Indian Community," Danielle Moretti-Langholtz, visiting assistant professor of anthropology, College of William and Mary.  "Mr. Henry's Rat: The West of the Story," Dr. John Kukla, executive vice president and director, Red Hill, the Patrick Henry National Memorial.  "George Washington," Dr. Gerald E. Kahler, Washington scholar and Williamsburg resident  "Religion at Jamestown," Dr. Thad W. Tate, emeritus professor of history, College of William and Mary, and former director, Omohundro Institute of Early American History and Culture	January 14, 2004  January 21, 2004  January 28, 2004  February 4, 2004
<b>Girl Scout Camp</b>	June 2004

PROGRAMMING	DATES
<b>Children's Programs</b> Summer "Broadside" Children's Programs	July-August 2004
<b>Special Theme Months and Programs</b>  Fashion in Colonial Virginia  The Road to Independence  Tools of the Trade  Yorktown Victory Celebration  Foods and Feasts of Colonial Virginia  A Colonial Christmas	June 1-30, 2004  July 3-4, 2004  August 1-31, 2004  October 16-17, 2004  November 25-27, 2004  December 18-31, 2004